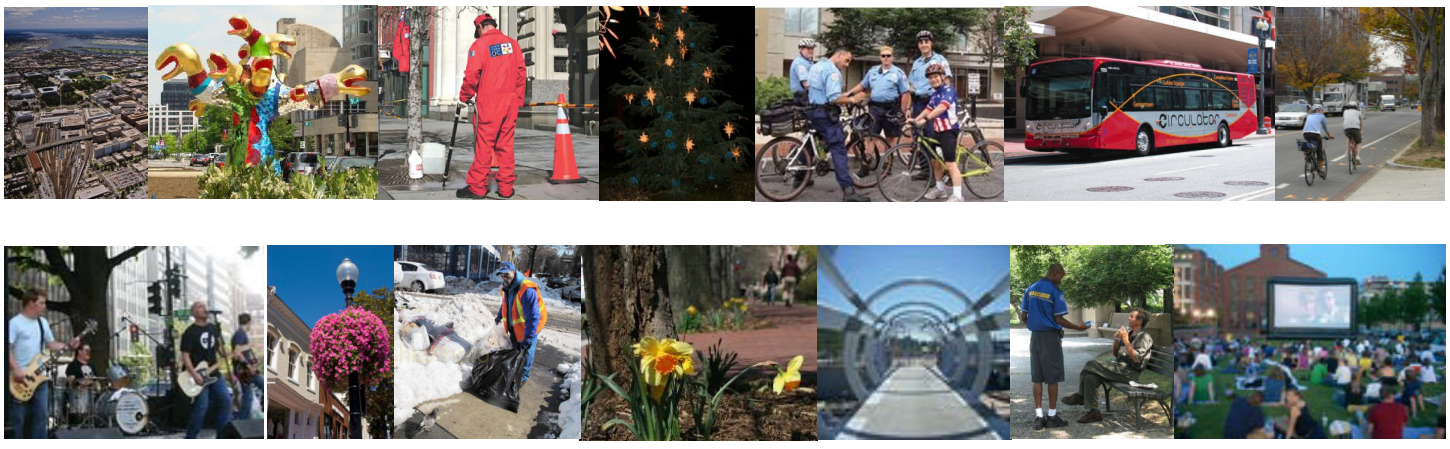
DC BID Profiles 2010

Adams Morgan BID
Capitol Hill BID
Capitol Riverfront BID
Downtown BID
Georgetown BID
Golden Triangle BID
Mount Vernon Triangle CID
NoMa BID



DC BID COUNCIL

DC BID Profiles 2010

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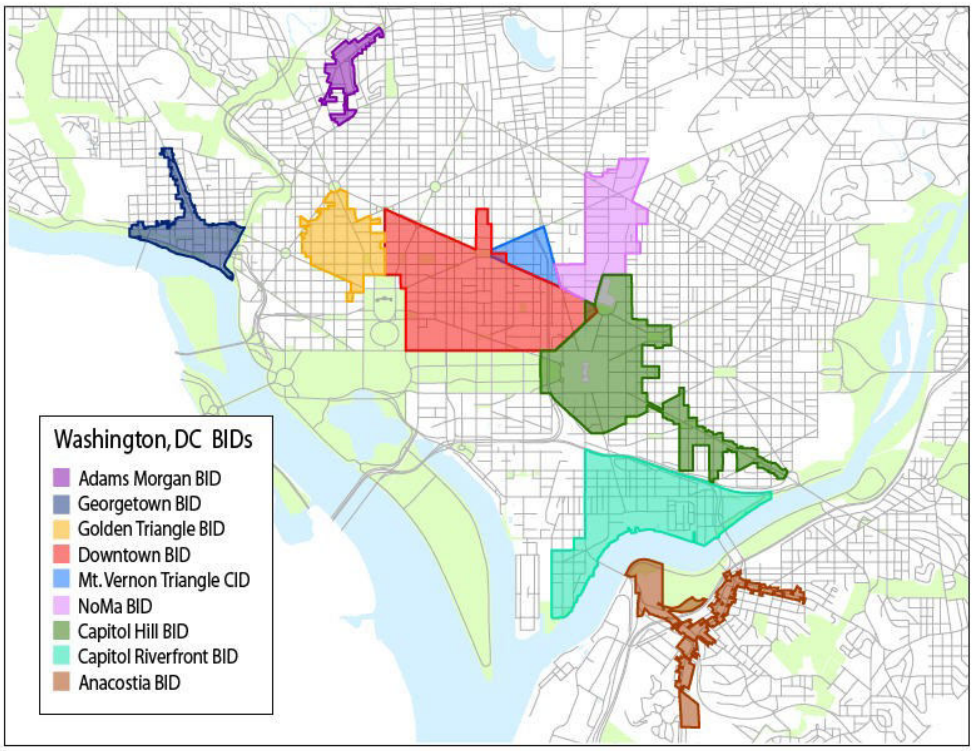
DC BID Profiles 2010 is a publication of the DC BID Council, an association of the business improvement districts (BIDs) in Washington, DC. These profiles contain a snapshot of each of the eight BIDs in the District of Columbia. While each BID is different in the neighborhoods they serve and the services that they offer, all BIDs contribute to the strength of the city. Annually, the eight BIDs spend over $22 million improving the city, keeping the streets clean and safe, organizing events, and promoting the commercial neighborhoods. The BIDs also help spur growth in the city's commercial areas. This growth provides revenue to the city in the form of jobs, real estate taxes, sales taxes and other business taxes. For more information about the DC BID Council and about the Washington, DC BIDs, visit www.dcbidcouncil.org.



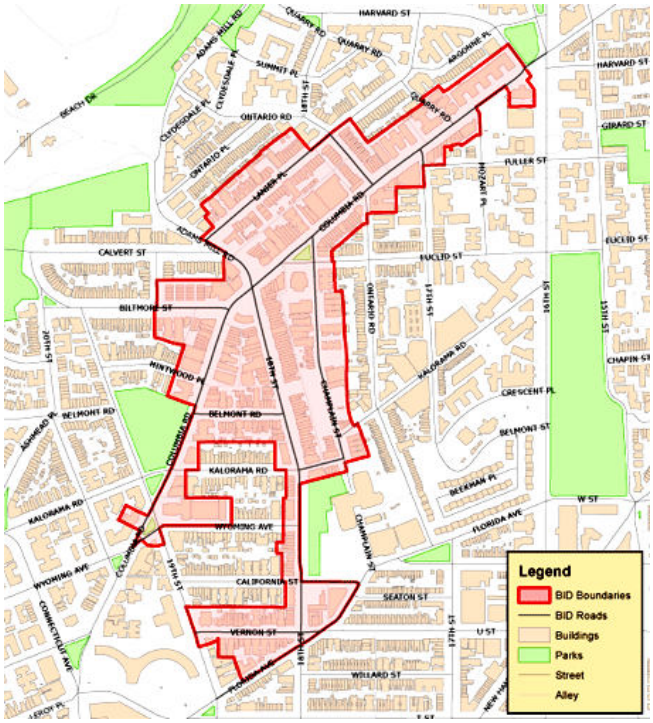
Adams Morgan BID

www.adamsmorganonline.org

Description

Area:	Commercial corridor along 18th Street NW from Lanier Street to Florida Avenue, and along Columbia Road from Quarry Road to 19th Street
Blockfaces:	34
Year Formed:	2005
Annual Budget (2010):	$500,000
Assessment Formula:	Commercial: $0.21 per $100 of assessed value
Executive Director:	Kristen Barden
Board Chairs:	Stephen Greenleigh and Constantine Stavropoulos, Tryst and the Diner

Adams Morgan is where the world meets to eat, shop and play.



2009 Accomplishments

- Organized a summer concert series in the newly refurbished plaza at 18th and Columbia
- Held Festivus Celebration in December 2009
- Launched invigorated daytime parking validation program with Colonial Parking

The Neighborhood

Attractions:	Adams Morgan Heritage Trail, close proximity to the National Zoo, Sitar Center for the Arts, DC Arts Center
Parks:	Kalorama Park, Marie Reed Recreation Center, Walter Pierce Park
Restaurants:	91
Metro Stations:	Walking Distance to Woodley Park/Zoo—Adams Morgan
Circulator:	Woodley Park-McPherson Square Route

BID Activities

Maintenance Staff:	5
Hospitality Staff:	3
Management, Planning and Marketing Staff:	1
Visitor Assists (2009):	1,820
Events:	Festivus, Adams Morgan Day , Summer Concert Series, Bow Wow Pow Wow, Cherry Blast (in conjunction with National Cherry Blossom Festival)

Economic Development

Retail Space:	119 stores
Hotel Rooms:	26
Employment:	6,000

Capitol Hill BID

www.capitolhillbid.org

Description

Area:	Area around the US Capitol Building and along Pennsylvania Avenue SE to 15th Street, includes Union Station, Barracks Row and Eastern Market
Blockfacess:	81
Year Formed:	2002
Annual Budget (2009):	$1,216,000
Assessment Formula:	Commercial: $0.15 per $100 of assessed value
President:	Patty Brosmer
Board Chair:	Paul Pascal, Pascal & Weiss

Capitol Hill is one of the nation's most historic and intriguing neighborhoods

2009 Accomplishments

- Established Ready Willing and Working job readiness program
- Planted over 7,000 liriope plants and 10,000 daffodil bulbs in treeboxes around the BID
- Awarded 3 grants to reduce cigarette butt litter

The Neighborhood

Attractions:	US Capitol, Supreme Court, Union Station, Eastern Market, US Botanic Gardens, Barracks Row, Library of Congress, Congressional Cemetery, Folger Shakespeare Library, Frederick Douglas Museum RFK Stadium, Sewell-Belmont House, US Navy Museum
Parks:	Stanton Park
Restaurants:	80
Metro Stations:	Union Station, Capitol South, Potomac Avenue, Eastern Market
Circulator:	Union Station—Navy Yard Route

BID Activities

Maintenance Staff:	20
Hospitality Staff:	4
Management, Planning and Marketing Staff:	3
Visitor Assists (2009):	48,000
Events:	Holiday tree lighting ceremony, Hill-O-Ween, Barracks Row Octoberfest

Economic Development

Hotel Rooms:	152
Residents	13,000 within a half-mile

Capitol Riverfront BID

www.capitolriverfront.org

The "Front" is leading the way in green innovation and the best of city living, with the extraordinary advantages of riverfront living; distinct industrial heritage; and access to what matters including unique parks and trails, sports and entertainment and proximity to Capitol Hill

Description

Area: South of I-295/I-395 (Southeast Freeway) to the Anacostia River, from South Capitol Street to 15th St SE, includes the National Ballpark and the Washington Navy Yard

Blocks: 100

Year Formed: 2007

Annual Budget (2010): $1,570,000

Assessment Formula: Commercial over 50,000 SF: $0.12 per square foot

Vacant and under 50,000 SF: $0.09 per $100 assessed value
Active industrial use: $0.04 per $100 assessed value

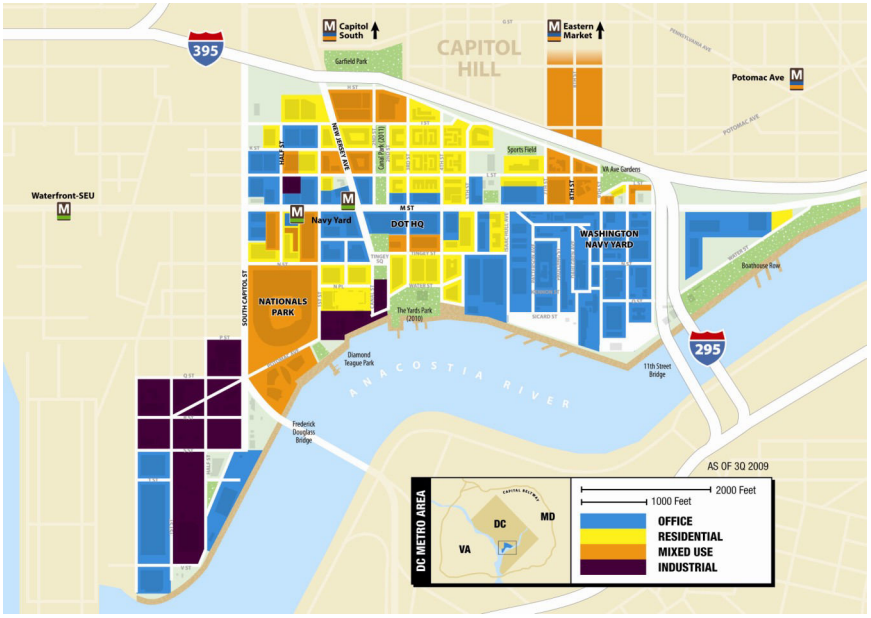
Frederick Douglass Bridge realignment right of way: $0.02 per $100 of assessed value

Hotel: $72.00 per room

Residential: $96.00 per unit

Executive Director: Michael Stevens

Board Chair: Eric Siegel, Cohen Companies



2009 Accomplishments

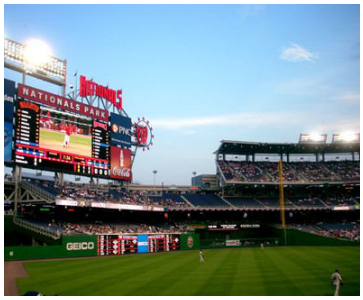
- Residential population more than doubled in last year
- Increased Clean Team and Hospitality Ambassador Hours
- Installed new banners and plantings
- Helped launch new Circulator route
- Launched Holiday Market

The Neighborhood

Attractions:	Nationals Ballpark, Washington Navy Yard, Navy Museum
Parks:	Lincoln Playground, Diamond Teague Park and Piers, The Yards Park summer 2010, Canal Park 2011, Riverwalk Trail, Virginia Avenue Park and Community Gardens
Restaurants:	12, in addition to the nearby 60+ shopping and dining options on Barracks Row
Metro Stations:	Navy Yard, walking distance to Capitol South
Circulator:	Union Station—Navy Yard (via Capitol Hill) route

BID Activities

Maintenance Staff:	7
Hospitality Staff:	2
Management, Planning and Marketing Staff:	5
Visitor Assists (2009):	9,400
Events:	Outdoor movies, Lunchtime Concerts, Holiday Market, Farmers Market, Fitness in the Front, Fall Home Tour and Picnic, Monday Night Football, Cherry Blossom Boat Cruise, Rock the Rooftops FY09, Artomatic FY09



Economic Development

Office Space:	6.5 million square feet (additional 9 million SF projected)
Retail Space:	150,280 square feet (additional 838,000 SF projected)
Hotel Rooms:	204 (additional 1000 rooms projected)
Employment:	35,000 (additional 65,000 jobs projected)
Residents	3,100 (additional 16,000 residents projected)

Downtown DC BID

www.downtowndc.org

Description

Area: The Downtown DC BID is roughly bounded by 16th Street, Massachusetts Ave, Louisiana Ave, Constitution Ave, and 15th Street. It includes Chinatown, Penn Quarter and Federal Triangle.

Blockfaces: 540

Year Formed: 1997

Annual Budget (2010): $10,300,000

Assessment Formula: Commercial: $0.149835 per square foot

Hotel: $74.215 per room

Executive Director: Richard Bradley

Board Chair: Bradley Edwards, Renaissance Hotel

Downtown DC strives to provide a "remarkable urban experience" that is welcoming to all city workers, residents and visitors

2009 Accomplishments

- On Inauguration Day, the Downtown SAMs helped greet and guide nearly 2 million visitors, then returned the area to normalcy afterwards.
- Helped develop a comprehensive $5.5 million streetscape plan.
- Hosted the fourth annual Downtown Holiday Market, bringing over 100,000 shoppers to downtown.
- Received a green business award from the Sustainable Business Network.

The Neighborhood

Attractions:	Verizon Center Arena, Walter E. Washington Convention Center, National Portrait Gallery, National Museum of American Art, National Building Museum, Newseum, International Spy Museum, National Museum of Women in the Arts, National Health Museum, Shakespeare Theatre, Goethe Institut, Madame Tussaud's Wax Museum, National Theatre, Warner Theatre, National Museum of Crime and Punishment, US Navy Memorial, Koshland Science Center, National Archives, National Aquarium, Harmon Center for the Performing arts, Ford's Theatre, Harmon Center for the Performing Arts, Woolly Mammoth Theatre
Parks:	McPherson Square, Mt. Vernon Square, Franklin Square, Pershing Park, Freedom Plaza, Chinatown Park, John C. Marshall Park
Restaurants:	136
Metro Stations:	Metro Center, Gallery Place, McPherson Square, Judiciary Square, Federal Triangle, Archives, Mt. Vernon Square
Circulator:	Two Circulator routes: Georgetown-Union Station and Convention Center– SW Waterfront

BID Activities

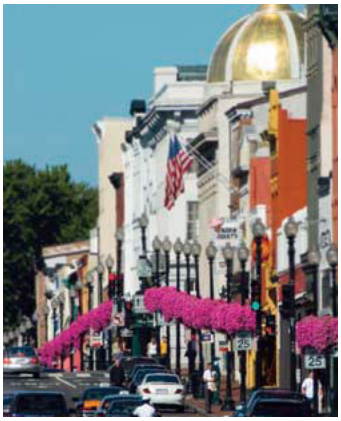
Maintenance Staff:	47
Hospitality Staff:	58
Management, Planning and Marketing Staff:	25
Visitor Assists (2009):	345,000
Events:	National Cherry Blossom Festival, Downtown Holiday Market, Arts on Foot, Downtown Momentum Awards, State of Downtown Forum

Economic Development

Office Space:	62 million square feet (additional 3 million SF projected)
Retail Space:	2.1 million square feet (additional 400,000 SF projected)
Hotel Rooms:	9,750 in 27 hotels (additional 1,900 rooms projected)
Employment:	180,000
Residents:	8,700 (additional 1,000 projected)

Georgetown BID

www.georgetowndc.org



Description

Area: Commercial areas of the historic Georgetown neighborhood, along Wisconsin Avenue, M Street and the Georgetown waterfront

Blockfaces: 142

Year Formed: 1999

Annual Budget (2010): $3,200,000

Assessment Formula: Commercial: $0.1545 per $100 of assessed value

Executive Director: James Bracco

Board Chair: Crystal Sullivan, Georgetown Suites

Georgetown's charming and historical physical environs provide an engaging backdrop for visitors, residents and workers.

2009 Accomplishments

- Placed 290 hanging petunia baskets on street lamp posts
- Expanded alley abatement program to cover 10 alleys
- Installed new bike racks and street furniture
- Installed LED Christmas trees in Francis Scott Key and Meigs Park and 300 wreaths on light poles

The Neighborhood

Attractions:	C&O Canal, Old Stone House, Washington Harbor, House of Sweden,, Dumbarton House, Tudor Place, Letelier Theater, Bookhill Library, African American Heritage Trail, Exorcist Stairs
Parks:	Francis Scott Key Park, Meigs Park, Waterfront Park, Montrose Park
Restaurants:	76
Circulator:	Georgetown-Union Station route, plus Georgetown Connection ("the Blue Bus") to Rosslyn

BID Activities

Maintenance Staff:	12
Management, Planning and Marketing Staff:	5
Visitor Assists:	Maintains www.georgetowndc.org web site which receives 55,000 hits per month
Events:	Taste of Georgetown, French Market, Merriment in Georgetown , Fashion Night Out

Economic Development

Office Space:	3.8 million square feet
Retail Space:	1.5 million square feet
Hotel Rooms:	1,009
Employment:	18,000

Golden Triangle BID

www.goldentriangledc.com

Description

Area: Stretching from just north of the White House to just south of Dupont Circle, roughly the area created by New Hampshire Ave, Pennsylvania Ave, Massachusetts Ave, and 16th Street.

Blocks: 43

Year Formed: 1997

Annual Budget (2010): $3,780,000

Assessment Formula: Commercial $0.11 per square foot

Executive Director: Leona Agouridis

Board Chair: Carlton Diehl, Cafritz Company

In the front yard of the White House and home to Washington, DC 's central business district, the Golden Triangle is home to some of the most powerful and connected organizations in the world, as well as top restaurants, world-class shopping, and vibrant nightlife.

2009 Accomplishments

- Launched a mobile-friendly interactive website and equipped hospitality Ambassadors with iPhones
- Created new public art with a creative bike rack installation and vibrant alley art
- Made numerous street improvements: from installing 41 bike racks to adding more than 900 plants to area landscaping

The Neighborhood

Attractions:	National Geographic Society
Parks:	Farragut Square, Longfellow Park, James Monroe Park, Murrow Park , Duke Ellington Park, Witherspoon Park, Nuns of the Battlefield Park
Restaurants:	222
Metro Stations:	Dupont Circle, Farragut North, Farragut West
Circulator:	Georgetown-Union Station Route

BID Activities

Maintenance and Hospitality Staff:	31
Management, Planning and Marketing Staff:	5
Visitor Assists (2009):	392,018
Events:	Golden Triangle Summer Concerts, Flowers for cell phones recycling project, Emergency Preparedness Fair

Economic Development

Office Space:	32,200,000 square feet
Hotel Rooms:	2016
Employment:	84,000

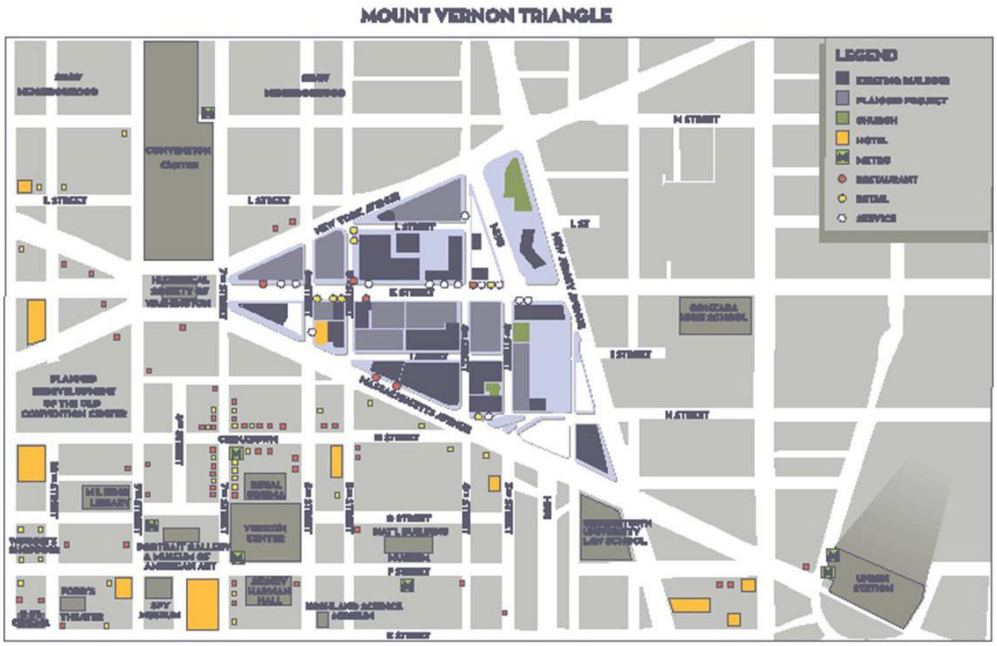
Mount Vernon Triangle CID

www.mountvernontriangle.org

Description

Area:	The triangle formed by New York, New Jersey and Massachusetts Avenue NW
Blocks:	19
Year Formed:	2004
Annual Budget (2009):	$700,000
Assessment Formula:	Commercial $0.15 per square foot Vacant $.35 per square foot Hotel: $90 per room Residential: $120 per unit
Executive Director:	William McLeod
Board Chair:	Jeff Miller, Prospect Diversified

"If you look back over the last four years, Mount Vernon Triangle is truly the city's emerging, mixed-use neighborhood," David Mayhood, President, The Mayhood Company



2010 Accomplishments

- Two public art installations
- Planted 52 trees in partnership with Casey Trees
- Organized Mt. Vernon Triangle House Tour
- Helped start Liberty Market (farmers market)

The Neighborhood

Attractions:	Walking distance to downtown, Verizon Center and Washington Convention Center
Parks:	5 NPS pocket parks and 1 Department of Parks & Recreation park
Restaurants:	10, including the new Buddha Bar
Metro Stations:	Walking distance to Mt. Vernon Square, Gallery Place-Chinatown, Judiciary Square, and Union Station
Circulator:	Georgetown-Union Station Route

BID Activities

Maintenance Staff:	5
Management, Planning and Marketing Staff:	2
Events:	Mount Vernon Triangle House Tour, Mount Vernon Triangle Walking Tour, neighborhood picnic

Economic Development

Office Space:	1.2 million square feet (additional 1.5 SF projected)
Retail Space:	150,000 square feet (additional 200,000 projected)
Hotel Rooms:	228
Residential Units:	2,380 (additional 917 projected)

NoMa BID

www.nomabid.org

Description

Area: 240-acre area north of Union Station and Massachusetts Avenue extending to the New York/Florida Avenue Intersection, including the ATF Headquarters, and the New York Avenue Metro Station

Blocks: 35

Year Formed: 2007

Annual Budget (2009): $1,600,000

Assessment Formula: Commercial: $0.15 per square foot

Land and Buildings under 50,000 SF: $0.05 per $100 of assessed value

Hotel: $90 per room

Residential: $120per unit

President: Elizabeth Price

Board Chair: Bruce Baschuk,
J Street Companies

Adjacent to Capitol Hill and Union Station, the NoMa neighborhood enjoys the best transportation access in Washington, D.C. Major companies have leased more than 2 million square feet here in the last two years. The daytime population is 38,000 and growing. This former industrial area is transforming into a vibrant, 24-7 neighborhood of gleaming office towers, apartments, hotels, shops, and restaurants.

2009 Accomplishments

- Planted 92 trees and 4,800 daffodils
- Released "Go NoMa!" video
- Received $250,000 in Streetscape Improvement Grants
- Placed 13 homeless people placed in permanent housing
- 2 million+ SF of leases (2008-2009)
- Replaced 1,312 SF of concrete with trees

The Neighborhood

Attractions:	Union Station, National Postal Museum, Bikestation
Parks:	Metropolitan Branch Trail
Restaurants:	12, in addition to 120 shops and restaurants at Union Station
Metro Stations:	New York Avenue, Union Station (Amtrak, VRE and MARC)
Circulator:	Georgetown-Union Station route

BID Activities

Maintenance Staff:	13
Hospitality Staff:	4
Management, Planning and Marketing Staff:	5
Visitor Assists (2009):	16,486
Events:	NoMa Summer Screen, Rhythm in NoMa Lunch Time concert series, *Construct: Space Transformed* temporary art exhibit, Artomatic (2008)

Economic Development

Office Space:	9.3 million square feet (additional 8.2million SF projected)
Retail Space:	180,000 square feet (additional 750,000 SF projected)
Hotel Rooms:	422 in 2 hotels (additional 900 rooms projected)
Employment:	35,000
Residents:	9,300 within a half-mile

The BID Council is a recently established nonprofit organization that works to strengthen the business improvement districts in the District of Columbia by sharing information, conducting research, identifying common issues of concern, comparing best practices, and communicating about the work and impact of BIDs. The BID Council operates with a collective spirit to find common purpose, while recognizing the differences in structure, geography and priorities between the different BIDs. The BID Council works on many areas of interest to BIDs, focusing on public safety, public space and planning and development. The work of the BID Council is funded by contributions from member BIDs.

1250 H Street NW, Suite 1000, Washington, DC 20005

202-441-9576, www.dcbidcouncil.org